WARNER BROS. PRESS SHEET

SINNERS' HOLIDAY

A. P. WAXMAN, *Editor* | WARNER BROS. PICTURES, Inc., 321 West 44th St., New York | HARRY LEE *Associate Editor*

DOOMS BROTHER TO SAVE LOVER!

Story on Page Three

TAKE TIME OFF FOR BAD BEHAVIOR—IT WILL DO YOU GOOD

Here Is A Different Four-Column Ad

Four Column Ad—Style A—Cut or Mat

THIS SMASHING AD MAY BE USED WITH GOOD EFFECT NOT ONLY AS AN AD IN NEWSPAPERS, BUT AS A PUBLICITY CUT PLANTED IN THE FEATURE SECTION OF YOUR LOCAL PAPER, IN LOBBY, IN WINDOWS, BLOWN UP FOR BILLBOARD DISPLAY AND AT PROMINENT VANTAGE POINTS IN ALL PARTS OF YOUR TERRITORY.

EVALYN KNAPP—GRANT WITHERS

Scene from "Sinners' Holiday"-A Warner Bros. Production

JENNIE AND ANGEL, THE BARKER, SCENT COPS

Production No. 1—Cut or Mat

Warner Bros. Present

SINNERS' HOLIDAY

THE CAST

ANGEL HARRIGAN	GRANT WITHERS
Jennie	EVALYN KNAPP
Harry	JAMES CAGNEY
Myrtle	JOAN BLONDELL
Ma Delano	LUCILLE LA VERNE
Buck	NOEL MADISON
George	OTTO HOFFMAN
Mitch McKane	WARREN HYMER
Sikes	PURNELL B. PRATT
Joe	RAY GALLAGHER
Happy	HANK MANN

Time — *The Present*
Place — *An Amusement Park*

From the Play "Penny Arcade" by
MARIE BAUMER

Screen Play by
HARVEY THEW

Dialogue by
GEORGE ROSENER

Directed by
JOHN ADOLFI

A WARNER BROS. AND VITAPHONE PRODUCTION

ADVERTISEMENT

Two Column Slug—Style B—Cut or Mat

Informs on Brother to Free Lover! Razzle-Dazzle Park Adventuring!

THE STORY OF THE PLAY

CROWDS of pleasure seekers parade through the amusement park. The street leading from the boardwalk is called the Midway. At the end of it is the busiest concession of all, the penny arcade, owned and operated by Ma Delano, who utilizes the upper story of the building for living quarters with her two sons, Joe and Harry, and her daughter, Jennie.

While Jennie is visiting the various stands in search of small change for the arcade, Mitch McKane, owner of the Palace of Joy, a combination honky-tonk and speakeasy, annoys her. Angel Harrigan, who is working for Mitch as a barker, interferes. There is an argument and Angel quits his job. Ma Delano, persuaded by Jennie, gives Angel a job at the penny arcade.

Harry Delano is employed by Mitch McKane to help run the speakeasy, though Ma Delano is not aware of this fact. After an all night session at the speakeasy, Harry sneaks up to his room above the arcade. Ma Delano accuses him of staying out all night with Myrtle, a blonde of questionable character, who works in the photographic gallery.

While Angel and Jennie are spooning on the beach they hear shots far out on the water. Angel explains that Mitch has been having trouble with high-jackers and is probably having it out with them. The next day, Sikes, a plainclothes man, appears at the honky-tonk and puts Mitch under arrest. Harry is left in charge of the speakeasy during Mitch's absence. Thinking that Mitch has gone up the river for good, Harry, and Ferretti, the bartender, take over the speakeasy and pocket the proceeds.

Through political pull, Mitch is released and he returns unexpectedly to the speakeasy during Harry's absence. Buck Rogers, a former employee of Ma Delano's, warns that Mitch is looking for Harry and, frantic at the possibility of having her favorite son killed, she sends Angel in search of him.

While Angel is out, Harry sneaks into the room shared by Joe and Angel, accidentally knocking over Angel's grip. A revolver drops to the floor. Awakened by the disturbance, Ma Delano enters the room. She makes Harry promise that he will not leave the house, but, having promised to meet Myrtle, he slips out when she is gone.

The Midway is deserted, and as he walks past the penny pitch game, Mitch steps out of the shadows and accosts him. They speak in loud tones and awaken Jennie, who gets out of bed and goes to the window, just in time to see Harry draw a revolver and shoot Mitch. Harry drags the body into the penny pitch and then hurries away. Angel, who is just returning from his search for Harry, hears the noise. He meets a policeman and they decide that the noise was an automobile backfire.

The next morning, Buck Rogers, who runs the penny pitch, discovers Mitch's body. The police close the park and Sikes starts an investigation. Harry confesses to his mother that he has killed Mitch. She makes him give her the revolver, telling him to keep his mouth shut. The police search all of the concessions, finally visiting the penny arcade. They find the incriminating pistol in Angel's grip and coupled with Angel's conversation with the policeman about the backfire, the evidence is overwhelming.

As the police lead Angel away, Jennie, frantic at losing him, breaks down and tells what she witnessed through the window. They release Angel and place Harry under arrest.

Ma Delano forgives Jennie for telling and asks that she and Angel stay with her at the arcade. Angel and Jennie are overjoyed with Ma Delano's blessing. But Ma grieves at the suffering in store for her weak-willed son—whom she loves best because he needs her most.

(Advance)

"SINNERS' HOLIDAY" THRILLING ROMANCE OF PARK SHOWMEN

Those who have wondered about the lives of professionals engaged in the business of running concessions in amusement parks and at the beaches, need only witness "Sinners' Holiday," the Warner Brothers and Vitaphone picture which comes to the ..... Theatre, ... next, to have their curiosity gratified.

"Sinners' Holiday" accurately depicts these raucous activities and presents a thrilling story of love and crime among the racketeers.

Grant Withers enacts the role of a swaggering, youthful and amorous barker, while Evalyn Knapp is seen in the feminine lead as his sweetheart and the daughter of Ma Delano, owner of a penny arcade. The great Lucille La Verne plays Ma Delano.

In addition to Withers and Miss Knapp, the all-star cast includes James Cagney, Joan Blondell, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and many others.

It is adapted to the screen by Harvey Thew from the successful stage play of the past year by Marie Baumer. John Adolfi directed.

(Advance)

"Sinners' Holiday" Due

One of Marie Baumer's most successful stage hits, "Sinners' Holiday," was adapted to the screen by Harvey Thew, with dialogue by George Rosener, is the Warner Brothers and Vitaphone production which comes to the ..... Theatre, ... next.

Grant Withers and Evalyn Knapp head the all-star cast, which includes Lucille La Verne, James Cagney, Warren Hymer, Hank Mann, Ray Gallagher, Purnell B. Pratt, Joan Blondell, Otto Hoffman and others.

"Sinners' Holiday" is a thrilling story of love, hate and crime among the racketeer showmen against a picturesque Coney Island background.

John Adolfi directed.

(Advance)

"SINNERS' HOLIDAY" CRASHING ROMANCE OF CONEY SHOWMEN

Unusual and thrilling is "Sinners' Holiday," the Warner Brothers and Warner Brothers and Vitaphone production in which Grant Withers, Evalyn Knapp and an unusually fine cast will be seen at the ..... Theatre, ... next.

This cross section of Coney Island life gives an insight into the ways of folks of the amusement world, from a most unique angle.

Grant Withers is given an opportunity of playing a character of very strong contrasts, that of a smart-cracking barker, who becomes involved in a murder, but is acquitted by his girl in the nick of time. Evalyn Knapp, who makes her screen debut in this film, is seen as the girl who sacrifices her own brother to save her sweetheart. Lucille La Verne gives a performance of rare brilliance as Ma Delano, owner of the arcade and mother of the girl.

The cast includes James Cagney, Joan Blondell, Noel Madison, Otto Hoffman, Ray Gallagher, Hank Mann, Warren Hymer, Purnell B. Pratt and many others.

"Sinners' Holiday" was adapted to the screen by Harvey Thew and George Rosener from the successful stage play by Marie Baumer. John Adolfi directed.

(Advance)

GREAT MELODRAMA

With a cast headed by Grant Withers and Evalyn Knapp and including such famous players of stage and screen as James Cagney, Lucille La Verne, Joan Blondell, Warren Hymer, Purnell B. Pratt, Otto Hoffman, Noel Madison, Ray Gallagher, and Hank Mann, "Sinners' Holiday," a Warner Brothers latest Vitaphone melodrama with comedy, opens at the ..... Theatre, ... next, for a run of ..... days.

Adapted to the screen by Harvey Thew from Marie Baumer's successful stage play, "Sinners' Holiday," vividly depicts the lives of people of the amusement world, showing how a girl, faced with the horror of seeing either her brother or sweetheart go to the electric chair, makes the supreme sacrifice for the man she loves. George Rosener wrote the dialogue. John Adolfi directed.

MA DELANO

KEEPER OF THE PENNY ARCADE

"Poor Kid. He's like them there slot machines. They're all crooked, but there's not one of them that ain't got a winning number. Hey! Angel! Get busy! Here come the suckers. And remember what I always said, 'Never give a sucker an even break!'"

ADVANCE SHORTS

CAGNEY'S FIRST

James Cagney, who appears .... next at the ..... Theatre in "Sinners' Holiday," the Warner Brothers and Vitaphone melodrama with comedy—playing the part of the weak younger son who mixes with bad company and murders his gangster-boss, created the same role on the New York stage. "Sinners' Holiday" marks the talented young actor's screen debut.

TEAMED AGAIN

James Cagney and Joan Blondell, who make their screen debut in "Sinner's Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp and coming to the ..... Theatre ..... next, played the same roles in New York stage production of the same name that they depict in the film.

LONDON DEBUT

Noel Madison, who plays the important role of Buck in "Sinners Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp which is announced as the coming attraction at the ..... Theatre starting ..... next, made his stage debut at the Prince of Wales Theatre in London.

STUDIED DICTION

Evalyn Knapp, who is featured with Grant Withers in "Sinners' Holiday," Warner Brothers and Vitaphone melodrama of Coney Island life which comes to the ..... Theatre ..... next studied diction to rid herself of the accent acquired in her home, Kansas City.

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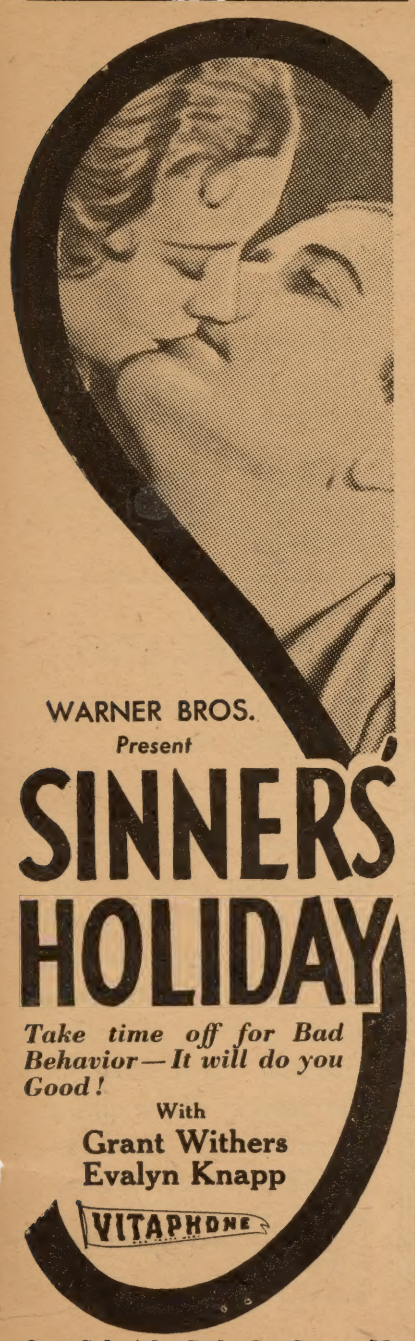

One Col. Ad—Style C—Cut or Mat

JAMES CAGNEY – LUCILLE LA VERNE

Scene from "Sinners' Holiday"-A Warner Bros. Production

"DID YOU KILL MITCH, SON—?"

Production No. 2—Cut or Mat

(Current)

HEROIC MIXER PREVENTS MIXUP AS ANGRY HORNET HORNS IN

No matter what unfortunate event may occur, the public is waiting, and the show must go on. Audiences are seldom disappointed in not seeing their favorite player perform—even though he is suffering from what Burns calls 'the hell of all diseases'—toothache. That this unwritten rule of the theatre applies also to the talkies as well, was proved during the filming of "Sinners' Holiday," the Warner Brothers and Vitaphone melodrama at the ..... Theatre.

In this instance, however, it was not one of the players who saved the day, but a Vitaphone engineer, whose duty it is to sit before a broad panel of dials in a glassed-in sound proof booth, and literally mix the voice of the players to the right volume. It was while filming a love scene between Grant Withers and Evalyn Knapp, who play the featured roles, that the mixer discovered he had locked himself in his small booth with a hornet!

The cameras were turning over and the players were speaking their lines. The mixer, with the angry insect circling dangerously near to his head, could not take either hand from the dials without spoiling the scene. Near the end of it the infuriated beast sat down on the mixer's neck—and did just the thing any well organized hornet would do. But the mixer's hands did not leave the dials. It would have cost hundreds of dollars if they had. Director John Adolfi dubbed him "the man of the hour," and suggested that he be given a lead medal or a hand engraved microphone, but the mixer only asked for more ointment and a new bandage.

"Sinners' Holiday" was adapted for the screen by Harvey Thew. George Rosener wrote the dialogue. Others in the cast are Lucille La Verne, James Cagney, Warren Hymer, Noel Madison, Joan Blondell, Hank Mann, Ray Gallagher, Otto Hoffman and Purnell B. Pratt.

(Current)

Withers Likes Part In "Sinners' Holiday"

Although Grant Withers has appeared with many beauties of the screen, Evalyn Knapp, with whom he is featured in "Sinners' Holiday," the Warner Brothers and Vitaphone production now showing at the ..... Theatre, is the only one to come directly from the stage.

The vigorous young actor made his initial bow to stardom opposite Betty Compson, later appearing with Marian Nixon, Dolores Costello, Corinne Griffith, Billie Dove and his present wife, Loretta Young. Though several of these famous screen beauties have appeared on the stage sometime during their careers, none of them came directly from the footlights to be teamed with Withers.

"Sinners' Holiday" is a thrilling story of love among the racketeers, dealing with amusement park life and a girl's sacrifice, who, to save her lover, dooms her brother. Withers is seen as Angel, a wise-cracking barker for a honky-tonk, while Miss Knapp portrays the role of Jenny, the daughter of Ma Delano, owner of the penny arcade.

Beside Withers and Miss Knapp the cast includes James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher, Hank Mann and many others. It is adapted to the screen by Harvey Thew. George Rosener wrote the dialogue. John Adolfi directed.

A LITTLE SLUG WITH A BIG KICK

1 Col. Slug—Style D—Cut or Mat

(Current)

"STEP RIGHT THIS WAY, FOLKS! YOU CAN'T LOSE!"

"Step right this way folks—the straightest game on the pike—you can't lose!"

The magical words of the professional barker are heard in "Sinners' Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp, at the ..... Theatre.

The ballyhoo of the hot-dog vendor, the popcorn man and the weight - guesser, combined with honky-tonk music and the crackling of the shooting gallery, are all faithfully filmed and recorded in this thrilling story of love among the racketeers.

"Sinners' Holiday" was adapted from the successful stage play of Marie Baumer and brings to the screen a novel tale of the amusement world.

Prominent in the all star cast are Lucille La Verne, James C[illegible] Warren Hymer, Noel Madison, [illegible] Mann, Ray Gallagher, Purnell B. Pratt, Otto Hoffman and many others. John Adolfi directed.

(Current)

BARKER INVOLVED IN MURDER AT "CONEY" RESORT

In "Sinners' Holiday," the Warner Brothers and Vitaphone melodrama of Coney Island life now showing at the ..... Theatre, Grant Withers, who enacts the featured role, was given the opportunity to portray his favorite type of character and one which fits him perfectly.

He is seen as a wise-cracking amusement park barker with rather a shady past, who falls in love with the comely daughter of the penny arcade proprietress. Through circumstances he becomes involved in a murder, which was committed by his sweetheart's brother and for which he is blamed. Faced with seeing her lover sent to the electric chair for a crime he did not commit, the girl incriminates her brother.

Evalyn Knapp, who makes her talking picture debut in "Sinners' Holiday," is seen as Jennie, the girl, while James Cagney, New York stage star, plays the role of the brother.

Others in the cast are Joan Blondell, Lucille La Verne, Noel Madison, Otto Max Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and Hank Mann. John Adolfi directs.

(Current)

SUCCESS RESULT OF HARD STUDY SAYS EVALYN KNAPP

Evalyn Knapp, who plays the feminine lead opposite Grant Withers in "Sinners' Holiday," the Warner Brothers and Vitaphone production now showing at the ..... Theatre, is a great believer in preparation.

"There have undoubtedly been some accidental successes—one hears of people who gain fame overnight," says Miss Knapp, "but they are few and far between and if you examine their background you will find out that they have spent years of study, to prepare themselves for their careers."

"When the opportunity comes, for what in the professional world is called a 'break,' they are prepared to grasp it and make good."

Others in the cast of this gripping story of amusement park life are James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer, Ray Gallagher and Hank Mann. It was adapted to the screen by Harvey Thew from the stage success of Marie Baumer. George Rosener did the dialogue and John Adolfi directed.

(Current)

"SINNERS' HOLIDAY" BEGINS HERE TODAY

"Sinners' Holiday," the Warner Brothers and Vitaphone production which opens today at the ..... Theatre for a run of ..... days, brings to the screen a story novel in plot and locale.

Adapted from the stage hit by Marie Baumer, "Sinners' Holiday" shows the inside workings of a modern Coney Island, graphically depicting the lives of those in that raucous byway of the amusement world.

Grant Withers is seen as a smart-cracking barker with a shady past who is falsely accused of murder, while Evalyn Knapp, New York stage star who makes her screen debut in this film, plays the role of the girl who sacrifices her own brother to save her sweetheart.

Among those appearing with Mr. Withers and Miss Knapp are such stage and screen celebri[illegible] James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and Hank Mann. It is adapted to the screen by Harvey Thew and George Rosener. John Adolfi directed.

ADVERTISEMENT

One Col. Ad—Styl[illegible] or Mat

(Advance)

"SINNERS' HOLIDAY" BABEL CAUGHT BY HOOK-UP OF 26 MIKES

Virtually the same system that is used by the National Broadcasting chains in placing numerous microphones in separate locations to report different events by switching from one to the other without a break, was employed by Warner Brothers in connection with the Vitaphoning of "Sinners' Holiday," the melodrama with comedy, which comes to the ..... Theatre ..... next for a run of ..... days.

[illegible] of the action of "Sinners' Holiday" takes place in an amusement park midway, which is lined on both sides with various concessions, including hot-dog stands, a photograph gallery, a fortune telling booth, entertainment stands and various games of chance. The proprietors, or barkers, stand behind their counters ballyhooing their business in lusty tones, each trying to keep the prospective customer from patronizing the other fellow.

In order to record it without a break, twenty-six microphones were used, each of which were concealed in different places along the street. They were connected with the central control station, or what is called the mixing booth.

Through this arrangement the audience can not only see the length of the street, but can hear each barker individually. The audience is taken the full length of the street without a break in the filming or recording. As the camera passes before each gaily-decorated concession, the voice and face of the barker in charge is filmed and recorded, fading as the camera moves to the next booth.

"Sinners' Holiday," directed by John Adolfi, features Grant Withers and Evalyn Knapp, with an all-star cast that includes Lucille La Verne, Joan Blondell,, James Cagney, Purnell B. Pratt, Warren Hymer, Noel Madison, Otto Hoffman, Hank Mann and many others.

"Sinners' Holiday" is a gripping story of Coney Island life, dealing with a murder mystery and a girl's sacrifice of her brother to save the man she loves.

"Sinners' Holiday" is taken from the successful stage play by Marie Baumer, and adapted to the screen by Harvey Thew. George Rosener wrote the dialogue.

(Advance)

"SINNERS' HOLIDAY" ROUGH ROMANCE OF CONEY SHOWMEN

"Sinners' Holiday,' the successful stage play by Marie Baumer which has been made into a Vitaphone picture by Warner Brothers, will open at the ..... Theatre ..... next.

The story, which is adapted to the screen by Harvey Thew and dialogued by George Rosener, is a thrilling melodrama of amusement park life, dealing with the lives of the folks who run the shows.

Grand Withers is seen as a wise-cracking barker who is falsely accused of murder, while Evalyn Knapp, New York stage star, who makes her motion picture debut in this film, plays the role of the girl who sacrifices her brother to save her sweetheart. Lucille La Verne gives one of her most superb characterizations as the owner of a penny arcade, and a tigerish ally of her weak-willed son.

Appearing in the cast are James Cagney, Joan Blondell, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher, Hank Mann and many others. John Adolfi directed.

John Adolfi directed.

(Advance)

WHY NOT ENJOY YOUR "SINNERS' HOLIDAY"

"Sinners' Holiday," Warner Bros. and Vitaphone melodrama with comedy featuring Grant Withers and Evalyn Knapp, will open at the ..... Theatre ..... next for a run of ..... days.

Taken from the successful stage play by Marie Baumer and adapted to the screen by Harvey Thew, "Sinners' Holiday" offers a melodrama of roughneck showmen at another Coney Island.

The story concerns the romance between a young girl, whose mother owns a penny arcade, and a handsome youth employed as barker. There is trouble in the girl's family and a series of exciting events which lead to a murder of which her lover is accused, and whom she clears by informing on her brother.

Beside Mr. Withers and Miss Knapp the "Sinners' Holiday" cast includes Lucille La Verne, James Cagney, Warren Hymer, Noel Madison, Hank Mann, Joan Blondell, Purnell B. Pratt, Ray Gallagher and Otto Hoffman.

George Rosener wrote the dialogue and John Adolfi directed.

JOAN BLONDELL — JAMES CAGNEY

Scene from "Sinners' Holiday" - A Warner Bros. Production

MYRTLE, LIGHT O' LOVE, AND MA'S HARRY
who is proved guilty of murder

Production No. 3—Cut or Mat

(Advance)

FILMING OF "SINNERS' HOLIDAY" MYSTERIOUSLY AIDED

Thrilling Melodrama of Amusement Park Folks Comes ..... Next to the ..... Theatre

Good-natured California weather came to the aid of Director John Adolfi during the filming of "Sinners' Holiday," Warner Brothers latest Vitaphone melodrama with comedy, featuring Grant Withers and Evalyn Knapp, which is coming to the ..... Theatre, ... next.

For several of the exterior scenes, which were filmed in a large amusement park, the company needed a cloudy sky and occasional showers. As it was the latter part of May, a time of year in California when rain is unheard of, special rain-making machines were rigged over the set.

The machines were never operated, however, for on the day the scene was to be taken the miracle happened. It not only clouded up and rained all day, but rained just at the proper times. Adolfi attributed the good fortune to his carved ivory good-luck elephant, but the Los Angeles weather man explained the phenomena as being just the tail end of a severe Pacific storm.

"Sinners' Holiday," a story of a Coney Island life, incorporates with romance, intrigue and murder. It was adapted for the screen by Harvey Thew from the stage hit by Marie Baumer. Others in the cast are James Cagney, Lucille La Verne, Warren Hymer, Joan Blondell, Hank Mann, Otto Hoffman, Ray Gallagher, Purnell B. Pratt and Noel Madison.

(Advance)

HOT DOGS AND HULA AT 'SINNERS' HOLIDAY'

Manager ..... of the ..... Theatre announces ..... next as the opening day for "Sinners' Holiday," the latest Warner Brothers and Vitaphone melodrama with comedy, featuring Grant Withers and Evalyn Knapp.

Taken from the successful stage play by Marie Baumer and adapted to the screen by Harvey Thew, "Sinners' Holiday" provides something unique in place, people and in plot. Against a colorful background of another Coney Island, with its razzle-dazzle and glamorous clamor, the story deals with the love, hate, romance, crime and kindness in the lives of those engaged in running games for the pleasure of those who like to be humbugged.

The all-star cast includes such stage and screen favorites as Lucille La Verne, James Cagney, Joan Blondell, Warren Hymer, Noel Madison, Otto Hoffman and Purnell B. Pratt. George Rosener wrote the dialogue. John Adolfi directed.

(Advance)

SPEND YOUR PENNIES ON YOUR BEST GIRL AT CONEY ISLAND

Those who enjoy taking their kid brother or best girl to an amusement park, where they can ride the roller-coaster, try their luck for a Kewpie doll, eat pop-corn balls and hot dogs while having their pictures taken or while spending a handful of coppers in the penny arcade, will more than enjoy "Sinners' Holiday," Warner Brothers latest Vitaphone melodrama with comedy, which comes to the ..... Theatre, ... next.

This thrilling story of love and crime among the racketeers not only gives a true conception of amusement park life in general, but vividly depicts the inside lives of those who run the shows.

Grant Withers, who plays the lead opposite Evalyn Knapp, portrays a conceited, smart-cracking barker who is accused of murder, but is saved by his sweetheart at the cost of her brother. Miss Knapp appears as the daughter of Ma Delano, owner of the penny arcade, and Ma Delano, as played by Lucille La Verne, is one of the finest characterizations in talking pictures.

In the cast are James Cagney, Joan Blondell, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and many others.

"Sinners' Holiday" was adapted for the screen by Harvey Thew. John Adolfi directed.

(Advance)

REAL CONEY MIDWAY IN 'SINNERS' HOLIDAY'

A motion picture setting, hailed by Hollywood as one of the most unusual ever constructed, was built by Warner Brothers on their one thousand-acre ranch for "Sinners' Holiday," the Vitaphone production which comes to the ..... Theatre, ... next.

The set is an exact duplicate of an amusement park street in one of the nearby beach resorts. The midway is more than a block long, lined on either side with the usual games of chance and pleasure booths.

Not the slightest detail was overlooked. There were real rifles in the shooting gallery, honest-to-goodness frankfurters sizzling at the hot-dog stand, hams what am, live chickens and quacking ducks for prizes in the various concessions and last, but not least, a fully equipped penny arcade.

The story deals with amusement park life and the loves, crimes, kindnesses and tragedies of those engaged in the business.

Grant Withers and Evalyn Knapp are seen as the romantic leads. The all-star supporting cast includes James Cagney, Lucille La Verne, Joan Blondell, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and others.

It is taken from the stage hit by Marie Baumer and adapted to the screen by Harvey Thew.

George Rosener furnished the rapid-fire dialogue and John Adolfi directed.

SOME CLEVER CATCHLINES

TAKE TIME OFF FOR BAD BEHAVIOR — IT WILL DO YOU GOOD

GUNFIRE CALLS HALT ON RACKETEER'S ROMANCE

AMUSEMENT PARK SHOWFOLK LOOP-THE-LOOP WITH LIFE

RAW DRAMA OF HUMAN LOVES AND HATES

HER KISSES SAVE A MAN'S LIFE IN SINNERS' HOLIDAY

SHOW YOUR HEELS TO HUMDRUM---TAKE A SINNERS' HOLIDAY

RAZZLE-DAZZLE ROMANCE OF A BALLYHOO MAN

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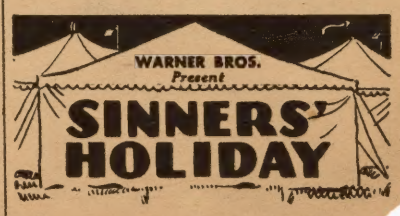

One Col. Ad—Style F—Cut or M

(Biograp[illegible]l Feature)

BIG BOY WITHERS APPEARS AT HIS BEST AS BARKER

Grant Withers, appearing as Angel, the penny arcade barker in Warner Bros.' special Vitaphone production, "Sinners' Holiday," now [illegible]t the ..... Theatre, was born [illegible]th a golden spoon in his mouth—and with the greater good fortune of good looks, a fine mind and a sense of humor.

Grant Withers

Stock S-289
Cut or Mat
Order Separately

His father was president of the Iron City Fuel Company, the largest of its kind in Colorado, and his mother's father president of the Newton Lumber Company of Colorado and Utah. Grant first saw the light in Pueblo, Colorado.

His parents sent him to the exclusive Kemper Military Academy in Boonesville, Missouri, where he became adept at drill, fencing, swimming and riding. He also got his dramatic beginnings there in the title role of "Clarence," being prominently cast in other school plays.

At graduation he came to Los Angeles as salesman for the Standard Oil Company. Newspaper work had always interested him and he soon went to work for the "Los Angeles Record," where his first assignment was the funeral of Wally Reed. It was during the year and a half that he spent on [illegible] police beat of the "Record" that he spent five memorable days in the Santa Anna jail with Bebe Daniels and her party.

One day he worked as an extra for Douglas McLean, and after that people began looking him up to play bits. He finally decided to go into the movies. Luck forsook him and he was almost at the point of starvation when the fickle lady again smiled. Since then he has been seen in "Madonna of Avenue A," "The Time, the Place and the Girl," "In the Headlines," "Show of Shows," "Hearts in Exile," "So Long Letty," "The Greyhound Limited," "The Second Floor Mystery," "Dancing Sweeties" and others.

(Biographical)

PRETTIEST KID OF "KATZENJAMMER KID" NOW HERE

Until Joan Blondell was twelve years old she never enjoyed a birthday in the same country. The petite blonde actress, who plays a featured role in "Sinners' Holiday," latest Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp at the ..... Theatre, was born in New York on August 30, 1909.

Her father, Eddie Blondell, is known as the original "Katzenjammer Kid," and has been on the stage for more than forty years. Her mother is Katheryne Kane, who is also a noted actress. Miss Blondell has a brother and sister several years her senior, both of whom appear in a vaudeville act with their parents.

It was in this act that Joan made her first stage appearance, introduced by her father when only a few months old, much in the same manner in which the late Eddie Foy, Sr. brought his children into an act.

It so happened that the Blondells were in some foreign country whenever Joan had a birthday. They were in Sydney, Australia when she reached her twelfth. She remainied in that country for six years, during which time she developed into a beautiful and accomplished singing and dancing comedienne.

She returned to America with her family, but soon left the family act to join a stock company in Dallas, Texas. She remained there for several months, later moving to New York where she played in "Tarnish" at the Provincetown Theatre. This was followed by a season in the Follies. She then appeared in the "Trial of Mary Dugan" with Ann Harding, "My Girl Friday," "Maggie

(Continued on Page 9)

(Biographical)

"RED MIKE" SCION DOES BIG TALK

George Rosener, the wellknown actor and playwright who wrote the dialogue for "Sinners' Holiday," the Warner Brothers and Vitaphone melodrama with comedy featuring Grant Withers and Evalyn Knapp which is now showing at the ..... Theatre, is a direct descendant of "Red Mike" Linz, famous East Coast pirate.

"Red Mike" was Rosener's great-great-grandfather. He dealt exclusively in smuggled goods, which at that time, more than a century ago, was called bounty.

Though there was a heavy price on "Red Mike's' head he managed to elude the authorities during his swashbuckling career, dying a peaceful death in New England.

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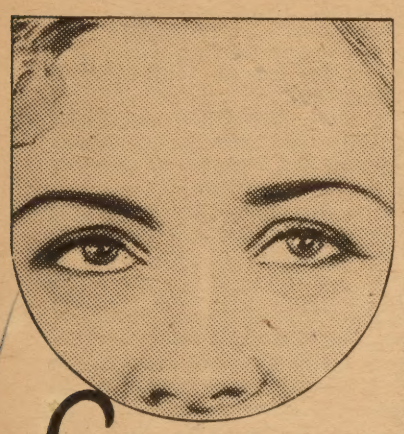

She brings a new kind of love to

WARNER BROS. Present

SINNERS' HOLIDAY

With
GRANT WITHERS
EVALYN KNAPP

VITAPHONE

Col. Ad—Style G—Cut or Mat

ANGEL AND JENNIE

Scene from "Sinners' Holiday" A Warner Bros. Production.

Production No. 4—Cut or Mat

(Biographical Feature)

GRANT WITHERS TELLS HIS OWN STORY

Grant Withers is the only motion picture star whose varied career before entering pictures literally followed him to the screen. Grant was born in Pueblo, Colo., and like many boys before him, he decided that he could step from the family doorstep and conquer the world like Alexander. Upon finishing his education, he at once severed home ties and headed for Los Angeles to do it.

He found that Los Angeles was not an especially friendly place. "After several weeks in search of a position," says Grant, "I finally secured a job with the Standard Oil Company—pumping gas at a service station.

"I couldn't get used to the hours, so I decided to get a job as a reporter on a newspaper. It wasn't so easy, but I finally convinced a hard-boiled city editor that my grandfather owned a newspaper in Pueblo—which was true enough—and that I had spent all of my vacations working for him. He gave me a job and sent me out on my first assignment, covering the funeral of Wally Reid. I kept the job for two days, but was fired without undue ceremony when the editor discovered that I couldn't type!

"Through a young reporter I had met during my brief career as a newspaperman, I managed to spear a job as a fire warden in the Sierras. It was fine work, but much too lonely, and after spending three months in the government service I returned to Los Angeles. I then passed the city examination, and joined the fire department. Fighting fires was not exactly dull, but I wanted to drive a fire truck, and after I was informed that I would have to spend sometime in the department before this was possible, I quit. Next came a job driving a riot-car, or what is often called a fast-wagon, for the police department. This was great sport, but was brought to a close by an accident, which put me in the hospital for several months with a broken collar bone and several cracked ribs. This put a damper on my yen for excitement, so I decided to get into the movies. I got a job as an extra with Douglas MacLean. The work appealed to me so I decided to follow it as a career."

Though the handsome young giant who plays the leading role opposite Evalyn Knapp in "Sinners' Holiday," the Warner Bros. and Vitaphone production now at the ..... Theatre, most certainly enjoyed a varied life before entering pictures, the parts he has portrayed in films surpass in versatility his real life occupations.

(Continued on Page 9)

FROM THE SCRIPT OF THE PLAY

MA DELANO'S SON HARRY IS FOUND GUILTY OF MURDER

Harry: "Don't take it too tough, Ma—we made a good try but we flopped. Forget it, old girl. You're not going tuh quit me now, are yuh?"

Ma Delano: "Quit yuh? Did you ever know me to do a thing like that?"

(Biographical)

OTTO HOFFMAN IN THE CAST

Otto Hoffman, veteran character actor, who plays a featured role in "Sinners' Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp which is now showing at the ..... Theatre, was born and educated in New York City, making his stage debut at the old Herald Square Theatre in 1898. He remained on the stage for nineteen years during which time he played in "Children of the Ghetto," "Spring Maid," "The Strange Woman," "The Cheater," "A Friend of the Family," "The Greatest Thing in the World" and many others.

(Continued on Page 9)

(Biographical Feature)

EVALYN KNAPP FEATURED IN "SINNERS' HOLIDAY"

Evalyn Knapp, makes her screen debut in "Sinners' Holiday," the Warner Brothers and Vitaphone production now at the ..... Theatre.

Miss Knapp had been in Hollywood only a few weeks when she was chosen for this part. Her delightful portrayal of the role settled the status of the charming importation from the New York stage and focused the attention of Hollywood upon her.

Evalyn Knapp was born and educated in Kansas City. From early childhood she evidenced dramatic ability. After several seasons with a local stock company, her manager insisted that she go East—primarily, so he said, to get rid of the Western accent. After intensive study in diction she applied for her first New York job and landed in the road show company of "The Patsy."

She later played Grace in "Broadway" in Los Angeles, oddly enough without thought of picture possibilities. Back in New York she was featured in numerous Vitaphone Variety numbers and the Warner Brothers officials were so pleased with her work that they signed her to a long term contract and sent her to Hollywood. After additional screen tests she was given the leading r[illegible] "Sinners' [illegible]day."

EVALYN KNAPP

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Miss Knapp is five feet four inches tall and weighs one hundred and five pounds. She is fond of athletics and is an expert swimmer and horsewoman. She is unmarried and lives in a Hollywood apartment.

(Biographical)

CAGNEY GREAT AS FALL GUY

It was an empty stomach that put James Cagney on the stage. The young character actor, who plays an important role in "Sinners' Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp now playing at the ..... Theatre, sought the stage as a career in a moment of desperation.

He was born in New York City, attending the public schools there and completing his education at Columbia University. While going to college he became quite efficient as a soft shoe dancer and singer. Upon graduation he tried to find a job in the business world. What little money he had was spent during his search for work.

At that time a friend, who had a vaudeville act, was playing at the Orpheum Theatre. Assailed with hunger, Jimmie visited his friend via the stage door route and asked for a job, totteringly demonstrated to his friend, that he could dance and sing. He got the job.

That was in 1921, and from that time on Cagney has been on the stage. He travelled in vaudeville for several years, but later turned to the New York stage. Among the most recent shows in which he has appeared are "Outside Looking In," "Women Go On Forever," "Pitter Patter," "Maggie The Magnificent" and "Penny Arcade."

It was while playing in the latter that Cagney was signed by Warner Brothers to portray the same role in the Vitaphone version.

"SINNERS' HOLIDAY"

It would be a CRIME to miss it!

(Biographical Feature)

LUCILLE LA VERNE WHO PLAYS THE AMAZING MA DELANO

AMERICA'S SUPREME CHARACTER ACTRESS GIVES GREATEST PORTRAYAL AT 55

Lucille La Verne, who plays the part of Ma Delano, keeper of the penny arcade in "Sinners' Holiday," the Warner Bros. and Vitaphone picture which is now showing at the ..... Theatre, was born on the 8th of November, 1875. She made her first appearances on the stage at the age of fourteen, playing Juliet and Lady Macbeth.

Lucille LaVerne

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Order Separately

Her first New York success was in January, 1894 when she appeared at the Garden Theatre in the part of Corin in "As You Like It," in an all-woman cast in a performance given by the Professional Women's League. At the Herald Square Theatre, in the following year, she played Patsy in "Pudd'nhead Wilson" with the late Frank Mayo, making a substantial success.

Miss La Verne has specialized in character parts and has many notable triumphs to her credit, one being when she toured in the leading part in "Lady Windermere's Fan." For fifteen years she took her own company to Richmond, Va., where the La Verne Empire was built and named after her.

She appeared at the Duke of York's in London in 1905 as Clancy, the old negress in "Clarice" making an instantaneous success which was repeated when she appeared at the Garrick, in New York, the next year, in the same part. In 1908 she played the part of Minerva Ringler in "The Easterner," at the same theatre. She was at the Astor the next year in "Seven Days" and subsequently starred as Aunt Watkins in "The Rejuvenation of Aunt Mary" and as Katherine Wetherell in "Mother."

In 1911 she appeared as Ann Boyd in her own adaptation of a play by the same name, from the novel. Five years later at the Hudson, she played the Great She-Bear in "The Cinderella Man"; at the Broadhurst in 1920, Elzevir Nesbitt in "Come Seven"; at the Eltinge in 1921, Lottie in "Back Pay"; at the Maxine Elliott in 1922, Magnolia in "The Goldfish" and "On the Stairs." In 1923 she played Ayah in "East of Suez."

Her appearance at the Provincetown Theatre, New York in May, 1923 marked another tremendous success as the Widow Cagle in "Sun Up," which ran on until 1924 at the Lenox Hill and Princess Theatres. She appeared at the Vaudeville in London in May, 1925 in the same part and continued to play it in America until 1927.

At Los Angeles in 1927 she played "Salt Chunk Mary' and in the next year at the Lucille La Verne Theatre, New York, played in a revival of "Sun-Up." In 1929 she portrayed Jessica Dale in "Hot Water." Later the same year, at the Little Theatre, in London, she played in "Sun-Up." She later played Shylock in "The Merchant of Venice" and has also had many successful cinema appearances.

One of Miss La Verne's most remarkable characterizations is Ma Delano, the grasping, harsh yet tender mother in "Sinners' Holiday."

(Biographical Feature)

NOEL MADISON CLAIMS FAMOUS RELATIVES

When Noel Madison entered the world, thirty-one years ago by way of New York, there was no question in the minds of his family as to what he would be when he grew up. Spurning the future presidency, they intended him to be an actor. And an actor he has always been.

The reason for this certainty is not far to seek. The father of the talented thespian, who makes his film debut in "Sinners' Holiday," the Warner Bros. and Vitaphone production now playing at the ..... Theatre, was Maurice Moscovitch, a famous member of the old Moscow Art Theatre group under Dentchenko and Stanislavsky, and one of the most sensational Shylocks ever seen in London. A brother, Maaskoff, is an internationally-known violinist.

It was quite natural, then, that Noel should have the unusual distinction of beginning his career, at the age of sixteen, in the memorable Charlot's revue at the Prince of Wales Theatre, London. His first screen appearance comes as a fitting climax after fifteen years of experience in every theatrical field, including Shakespeare, melodrama, comedy, vaudeville, farce and musical comedy.

Madison is one of the most travelled of actors, having resided in England, Australia, South Africa, Switzerland and France. Although born in America and educated in England, France and Switzerland, he calls Auckland, New Zealand his home.

Consistently true to his first and only love, the stage, Madison's ambition is to have a theatre of his own. A great reader, his hobby is collecting old prints. He counts walking among his favorite pastimes. He is married to Marjorie Nathan, and they have one

(Biographical)

WARREN HYMER AS RACKETEER

Warren Hymer, who plays the heavy in "Sinners' Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp now at the ..... Theatre, made his stage debut when eight years old.

He was born in New York City on February 25, 1906. His father is John B. Hymer, well known actor and playwright, and his mother is Elsie Kent, Broadway actress.

He was educated in the Parochial schools of Brooklyn, at Prof. Baker's Work Shop 47 and Yale University. Upon graduation he joined a theatrical company that toured the British Isles, returning to New York where he accepted a part in "The Grey Fox," with Henry Hull and Crystal Hearn, daughter of the late James A. Hearn.

In 1928 he was signed by Fox to play the heavy role in "Speakeasy." This was followed by similar roles in other pictures, among them being "Men Without Women."

As Mitch in "Penny Arcade," Hymer gives the sort of performance which is his particular forte, that of an underworld leader and racketeer.

The story, which was adapted for the screen by Harvey Thew, deals with love and intrigue, and is laid against a colorful amusement park background.

Others appearing in the cast of "Sinners' Holiday" are Lucille La Verne, James Cagney, Noel Madison, Joan Blondell, Purnell Pratt, Otto Hoffman, Hank Mann and Ray Gallagher. John Adolfi directed.

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Two Column Slug—Style K—Cut or Mat

(Review)

"SINNERS' HOLIDAY" PROVES THRILLING MELODRAMA OF RACKETEERING SHOWMEN

..... THEATRE—Warner Brothers present "Sinners' Holiday," a Vitaphone production, based on the play by Marie Baumer. Scenario by Harvey Thew. Dialogue by George Rosener. Directed by John Adolfi.

THE CAST

Angel	Grant Withers
Jennie	Evalyn Knapp
Harry	James Cagney
Myrtle	Joan Blondell
Ma Delano	Lucille La Verne
Buck	Noel Madison
George	Otto Hoffman
Mitch McKane	Warren Hymer
Joe	Ray Gallagher
Happy	Hank Mann

That the talking screen can greatly enhance the entertainment value of a stage play was amply demonstrated last night at the ..... Theatre when "Sinners' Holiday," Warner Brothers latest Vitaphone production, was viewed for the first time by enthusiastic audiences.

"Sinners' Holiday" is one of the most colorful and exciting talking pictures it has been our good fortune to see. Taken from the successful play by Marie Baumer and adapted to the screen by Harvey Thew, this human story of amusement park life never once suffers a let-down in interest.

It is a splendid story of love among daring racketeers, well played by a cast of capable actors. There is unusually forceful dialogue, powerful and novel settings. Director John Adolfi handles his material deftly.

Grant Withers plays the role of Angel, a typical Coney Island barker, one of those conceited, wise-cracking youths so agreeably disagreeable. Though the major part of his work is in a light vein, he sincerely portrays the man of bravado who at heart is not so bad after all.

Evalyn Knapp, who plays the role of Jennie, gives a performance that is vivid and captivating.

Lucille La Verne's portrayal of the hard-fisted, harsh yet tender mother is one of the finest characterizations ever given on the talking screen.

James Cagney plays the weak son who is lured into the net of crime with emotion and understanding.

The story of people who make their living in and about the rackets of a penny arcade, gives the layman an opportunity of learning what transpires behind the scenes of the amusement world of a modern Coney Island, besides bringing to the screen a gripping chronicle of family tragedy.

A picture well worth seeing.

(Review)

"SINNERS' HOLIDAY" DRAWS RECORD CROWDS HERE

"Sinners' Holiday," latest Warner Bros. and Vitaphone production, which opened an engagement at the ..... Theatre last evening, is hailed as one of the most entertaining and unique melodramas with comedy ever shown here. Featured in the cast are Grant Withers and Evalyn Knapp. Other well-known players are James Cagney, Lucille La Verne, Joan Blondell, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and Hank Mann. The play is an adaptation of Marie Baumer's stage play. The scenario is by Harvey Thew. George Rosener did the vivid dialogue and John Adolfi directed. "Sinners' Holiday" is a melodramatic romance which takes place in the razzle-dazzle of a Coney Island amusement park, the parties implicated being showmen in charge of concessions there. The absorbing story is brilliantly staged and played. Put "Sinners' Holiday" on your list of screen necessities.

(Review)

BRILLIANT DRAMA IS "SINNERS' HOLIDAY"

"Sinners' Holiday," latest Warner Bros. and Vitaphone melodrama with comedy is packing them in at the ..... Theatre. Grant Withers and Evalyn Knapp are featured as the romantic leads in this play of real life behind the ballyhoo of Coney Island amusement concessionaires. Others in the great cast are James Cagney, Lucille La Verne, Joan Blondell, Noel Madison, Otto Hoffman, Ray Gallagher, Warren Hymer, Hank Mann and Purnell B. Pratt. Harvey Thew did the adaptation from a stage play by Marie Baumer. George Rosener did the dialogue. John Adolfi directed.

(Review)

"SINNERS' HOLIDAY" RECREATES CONEY ISLAND HUMANITY

..... THEATRE—Warner Brothers present "SINNERS' HOLIDAY." Based on the play by Marie Baumer. Scenario by Harvey Thew. Dialogue by George Rosener. The cast includes Grant Withers, Evalyn Knapp, James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer and Purnell B. Pratt. Directed by John Adolfi.

A unique phase of live is ably presented in "Sinners' Holiday," Warner Brothers latest Vitaphone production which opened at the .... Theatre last evening.

We all have wondered about the men and women who operate amusement concessions, the real selves behind the ballyhoo and "Sinners' Holiday" has grasped the kaleidoscopic life. It has effectively transformed the maelstrom of humanity into a most gripping and colorful talking picture.

Grant Withers gives a bluff and manly performance as the raucous young barker who falls in love with the pretty daughter of Ma Delano, owner of the penny arcade.

Ma Delano is played by Lucille La Verne of "Sun Up' fame. Her performance of the grasping, tigerish mother, whose greatest passion is her weak-willed son, is magnificent.

Evalyn Knapp, a newcomer from the New York stage, who portrays the role of Jennie, the daughter, is captivating and sincere.

The story is ably adapted to the screen by Harvey Thew from the stage play by Marie Baumer. George Rosener furnished the dynamic dialogue. John Adolfi ably directed with distinction.

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WARNER BROS. Present

SINNERS' HOLIDAY

With

GRANT WITHERS
EVALYN KNAPP

One Col. Ad—Style L—Cut or M

(Feature)

CHARACTER PORTRAYAL MOST EXACTING ART SAYS MISS LA VERNE

"Character acting has often been called easy by critics," says Lucille LaVerne, noted character actress of the stage who plays the role of Ma Delano, proprietress of a penny arcade in the Warner Bros. and Vitaphone picture, "Sinners' Holiday," made from Marie Baumer's successful stage play and now at the ..... Theatre.

"Such critics usually think of character acting as putting on a wig, making up with artificial wrinkles, donning outmoded or threadbare costumes. They think of character acting in terms of make-up. But character acting is more than that.

"The character actor or actress must get inside the skin of the role he is playing just as completely as does the leading man or leading woman. A 'character' role on the stage and the screen is that of a person who is unusual, picturesque, bizarre or 'queer.' One that is a 'character' in the sense in which that word is used in New England. It is usually of an elderly or middle-aged person whose character has 'set' or 'jelled.' He has a strong personality, with a strongly personal outlook on life. He may be slightly 'cracked'—that is the customary supposition—but he must be out of the ordinary run of individuals or he is just an everyday human being and not a 'character.'

"I have spent most of my life playing 'character' parts, though I have played many 'straight leads,' and find the 'character' role just as difficult to act as the 'straight' part. One must study the idiosyncrasies. and the philosophy of the 'character' role in order to keep the person portrayed always in character. It is not merely a matter of dress and make-up and speaking broken or slangy English. The spirit of the role must shine through the make-up, the speech and the dress. To accomplish that result the player must study the part, submerge his own personality in that of the character portrayed and never step 'out of character.'

"It requires an actor of experience to fuse his own character into that of another person who may be at the opposite pole of personality from himself and to make his assumption of that personality always credible. That is why I claim that character acting is as difficult as 'straight' acting and often more difficult. It is easy to burlesque such a role and they are usually played for comedy, but we all know 'characters' that have no sense of humor —no more than Widow Cagle had in 'Sun Up' which I played on the stage for years, nor Ma Delano in "Sinners' Holiday." They are both character roles played 'straight'—that is, without burlesque or exaggeration for effect. The public liked my interpretation of Widow Cagle and I hope they will like my Ma Delano on the talking screen as well."

(Current)

200 YOUNG SINNERS PAID WELL TO TAKE "SINNERS' HOLIDAY"

The following is the experience of nearly two hundred extras during the filming of "Sinners' Holiday," the Warner Bros. and Vitaphone melodrama featuring Grant Withers and Evalyn Knapp which is now showing at the ..... Theatre.

Hired to furnish atmosphere in the amusement park, which forms the background of this Coney Island story, the lucky players were not only furnished small change with which to try their luck at the various pleasure and gambling concessions, but were given the usual fee for doing it.

And to make their jobs seem even more like a dream, every man, woman and child was furnished with all of the hot-dogs, candy and soda-pop that they could consume.

"Sinners' Holiday" is a thrilling cross-section of amusement park life, bringing to the screen a human story of love among the racketeers and one of the most gripping murder mysteries ever filmed.

Those appearing with Mr. Withers and Evalyn Knapp who play the featured roles are James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Ray Gallagher, Hank Mann and Warren Hymer. John Adolfi directed.

LUCILLE LA VERNE "Ma Delano"

Scene from "Sinners' Holiday" A Warner Bros. Production.

Production No. 5—Cut or Mat

(Feature)

HOUSE FLY MASQUERADES AS HIGH FLYER IN FILMING

Sound experts have been faced with many problems since the coming of talking pictures. Much of their trouble in eliminating noise which interfered with perfect voice recording was abolished with the construction of sound proof stages, but the filming of exterior scenes brought more problems, and a new wrinkle was added to the already well creased brows of Warner Brothers sound experts during the filming and recording of "Sinners' Holiday," the Vitaphone melodrama of Coney Island life which is now showing at the ..... Theatre.

Much of the action takes place in a beach amusement park, and it was while filming a scene between Grant Withers and Evalyn Knapp who play the featured roles, that the sound engineers met their nemesis. The throaty hum of airplanes had been causing trouble, and Director John Adolfi and his assistants were in the habit of casting an eye toward the sky before commencing a scene. There were no planes in sight, and Adolfi gave the order to shoot.

Everything was perfectly quiet as the cameras started to turn over, but the Vitaphone mixer pounded on the glass front of his sound proof booth, at the same time telling Adolfi over the telephone that he could hear the hum of airplanes.

The cameras were stopped and everyone scanned the sky for planes. There wasn't one to be seen, but the buzzing noise could still be heard over the recording apparatus.

It was Grant Withers who finally discovered the trouble. He glanced upward to the concealed microphone, and there, attracted either by grease paint or fresh calcimine, were three or four very busy flies.

It was just another fly in the Vitaphone engineer's ointment of trouble, but one that was quickly removed by an ambitious property man and a sprayer full of insect killer.

Others in the all star supporting cast include such well-known players of the stage and screen as James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher, Hank Mann, and many others.

"Sinners' Holiday," is a fast-moving story of love and crime among the racketeers adapted to the screen by Harvey Thew from the stage hit by Marie Baumer. The dialogue was written by George Rosener.

(Current)

WARNERS MAKE A CONEY ISLAND

A complete amusement park street, including a penny arcade, photographic gallery, penny pitch, shooting gallery, palace of joy, hot dog stand and other concession booths, was constructed in detail by Warner Brothers for the filming of "Sinners' Holiday," the all talking Vitaphone melodrama featuring Grant Withers and Evalyn Knapp, now showing at the ..... Theatre.

(Feature)

BE SCOTCH! TAKE HER OUT TO A PENNY ARCADE!

If you are right down to your last dollar and want to show your best girl a good time, take her to a penny arcade! There your lone sheckel will be increased a thousandfold. With the one hundred pennies you get from the cashier, you may safely use twenty-five of them yourself and spend the remaining seventy-five on your sweetheart. With them you may show her how strong you are by ringing the bell on the punching bag or what fine lungs you have by blowing the airplane in the wind machine to limit height. And still you will have plenty of pennies left to secretly take a peek at "A Night In A Turkish Harem" and "The Dance of the Seven Veils."

By the time your girl has spent all of her wealth on fortune telling machines and hot dogs, the afternoon will have waned and it will be time to take her home.

There is probably no other form of amusement more popular with children and grownups than a penny arcade, and it is in, and around such an establishment that much of the action takes place in "Sinners' Holiday," the Warner Brothers and Vitaphone melodrama of Coney Island racketeers, which is now showing at the ..... Theatre.

Grant Withers and Evalyn Knapp head the all star cast which includes such stage and screen artists as Lucille La Verne, James Cagney, Otto Hoffman, Joan Blondell, Hank Mann, Ray Gallagher, Purnell B. Pratt, Noel Madison and Warren Hymer.

Harvey Thew did the screen adaptation from the stage hit by Marie Baumer. George Rosener did the dialogue. John Adolfi directed.

(Current)

GLOBE TROTTER LIKE HER DAD

Joan Blondell, who plays an important role in "Sinners' Holiday," the Warner Brothers and Vitaphone production featuring Grant Withers and Evalyn Knapp, which is now showing at the ..... Theate, has travelled across the United States fifty-six times.

Miss Blondell is the daughter of Eddie Blondell, famous as the Katzenjammer Kid.

(Current)

BLAZE OF GLORY IN "SINNERS' HOLIDAY"

Enough artificial light to illuminate a small city was manufactured by generators at Warner Brothers studio for the filming of night scenes in "Sinners' Holiday," the Vitaphone production featuring Grant Withers and Evalyn Knapp which is now showing at the ..... Theatre.

To illuminate the amusement park setting, which forms the background for this gripping story of Coney Island life, more than 3,500 fifty-watt lamps were utilized, in addition to nearly 400,000 candlepower in studio lamps. Prior to the first day of work on the picture, studio electricians spent three weeks in wiring and rigging the mammoth set.

"Sinners' Holiday," which was adapted to the screen from the play by Marie Baumer, depicts the lives of show-people of the amusement world.

Evalyn Knapp enacts a featured role opposite Grant Withers and the supporting cast includes James Cagney, Joan Blondell, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer, Ray Gallagher, Hank Mann, Purnell B. Pratt and many others. George Rosener wrote the dialogue. John Adolfi directed.

Take time off for Bad Behavior— It will do you Good!

WARNER BROS. *Present*

Sinners' Holiday

With Grant Withers Evalyn Knapp

VITAPHONE

Two Column Ad—Style H—Cut or Mat

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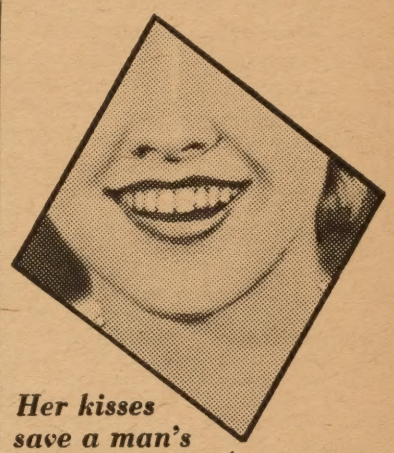

Her kisses save a man's life in

WARNER BROS. *present*

SINNERS' HOLIDAY

VITAPHONE

One Col. Ad—Style J—Cut or Mat

"SINNERS' HOLIDAY"

"Sinners' Holiday" adds a thrilling day to your calendar — the most vivid vacation you ever spent.

Additional Features

(Feature)

GRANT WITHERS TAKES BRIDE TO OLD NEWSPAPER HAUNTS

There are few events in our lives that we look forward to with more enthusiasm than a visit to some particular place dear to memory.

The business man loves to take his wife and children to the village of his youth and proudly point out the country school house that he walked three miles to attend forty years ago. And what founder of a large corporation does not enjoy taking his friends out to the four-acre plant and proudly stating that less than ten years ago the factory was housed in a small barn.

It was in much the same spirit that Grant Withers took his bride of a few months, Loretta Young, to his old newspaper haunts during the filming of "Sinners' Holiday," the Warner Brothers and Vitaphone production, now showing at the ..... Theatre, in which he plays the featured role.

Some five years before entering pictures, Grant was a reporter on one of the Los Angeles newspapers. Little did he think while covering his regular beat at the Courthouse that one day he would be a motion picture star and married to one of the screen's most famous beauties.

Since Withers had quit the confines of the fourth estate he had always had a hankering to visit the old city room at the paper and the press room at the Courthouse, but not until he was married did this desire take form.

Leaving their Hollywood apartment house at nine o'clock one morning, Grant and Loretta took the day off and visited the various scenes of earlier labors. He not only showed her how a metropolitan daily was put together, but took her to the courthouse pressroom where he proudly exhibited his initials carved in the top of his old typewriter table.

Though Loretta got a big thrill from the trip it was nothing compared to the one which the big boy himself received.

"In "Sinners' Holiday" which was adapted to the screen from the successful stage play by Marie Baumer, Withers depicts a typical Coney Island barker with a not too well-lighted past.

Evalyn Knapp, New York stage star, plays the featured role opposite Withers. Others in the cast are James Cagney, Joan Blondell, Lucille La Verne, Warren Hymer and Purnell B. Pratt. John Adolfi directed.

"SINNERS' HOLIDAY"

Crashing roller-coasters, merry-go-rounds—hot dog stands—side-shows —shooting galleries—dance halls —tin-type places—barkers —ballyhoo men—hula-hula girls—pop-corn roasters — shrieking whistles — balloons — horns — penny arcades — milling crowds —This is the background for the tremendous human drama of "Sinners' Holiday"—at the ..... Theatre.

(Feature)

WHERE THE WORLD SEEKS ITS LOST YOUTH

"There is one big reason for the popularity of amusement parks which dwarfs all others and makes them unimportant," says Grant Withers, leading man in Warner Bros. Vitaphone talking picture of an amusement park, "Sinners' Holiday," now at the ..... Theatre. "They are the places to which the world resorts in search of its lost youth. If the old and weary can recapture for a few minutes the illusion of youth, it makes them happier and no one else is the worse for their delusion.

"It takes them back, part way, to the land of make-believe in which they can believe with all their hearts for a moment or two. In almost any amusement park th one visits, the majority of the plea sure seekers are adults, except perhaps on Saturday afternoons and holidays when the children serve as an excuse for their elders to try to recapture a moment of youth.

"The brilliant lights, the razzle-dazzle, the crowds, the cries of delight, jumping eagerly from one physical sensation to another—all hav a deadening effect on the reality o the present and point the way t the past, to the magic land of youth Grown-ups throw themselves int the spirit of romping fun just a eagerly as do the youngsters, if no with quite the same zest. They ge a temporary release from the throng of everyday cares and anxieties and those who are young enough i spirit may recapture a sliver of the illusion of lost youth. Even that sliver is worth trying for, and so our amusement parks will continue to be popular.

"It is really rather remarkable that so few stories, plays and motion pictures have been written around amusement parks. "Penny Arcade," Marie Baumer's play from which the picture, "Sinners' Holiday" was taken, is one of the few. And she pictures the human drama that goes on behind the scenes—behind the tinsel, the lights and the glittering of gaily colored flags a bunting. If it is a sordid story of crime and love it is redeemed by the strong mother-love of the old woman who runs the penny arcade and by Lucille La Verne's powerful acting of the role. To the fascination of the amusement park, of the place where the world seeks its lost youth, is added to the appeal of raw human nature in gripping action, the drama of love and hate, of life and death, which all the appearances of gaiety and light-heartedness can't keep entirely hidden in the background."

PRETTIEST KID OF "KATZENJAMMER KID" NOW HERE

(Continued from Page 6)

the Magnificent," "Sporting Blood" and "Penny Arcade."

It was while playing in the latter that she was signed by Warner Brothers to enact the same role in the screen version, at the same time, James Cagney, who also played an important role in this production, was put under contract by Warner Brothers.

Miss Blondell likes the talkies and is very fond of Hollywood. She is five feet, four inches tall, weighs one hundred and eighteen pounds and has ash-blonde hair and gray eyes. Her favorite sports are swimming and tennis, at both of which she excels.

GRANT WITHERS TELLS HIS OWN STORY

(Continued from Page 6)

With Monte Blue in "The Greyhound Limited," Withers played the part of a locomotive fireman. He was seen as a cub reporter "In the Headlines," with Marian Nixon, and as a Russian peasant in Dolores Costello's latest starring vehicle, "Hearts in Exile." In "The Time, the Place and the Girl," with Betty Compson, he portrayed the role of a college football "hero" and bond salesman. With Loretta Young in "The Second Floor Mystery," Grant depicted a wealthy American tourist, and in "Dancing Sweeties," with Sue Carol, he had the role of a smart-cracking soda-jerker. His characterization in "Sinners' Holiday" is that of an amusement park barker.

"Sinners' Holiday" is a thrilling story of love among the racketeers, which is laid against an authentic Coney Island background, bringing to the screen one of the greatest casts ever assembled.

Appearing with Mr. Withers and Miss Knapp are such famous artists of the stage and screen as Lucille La Verne, James Cagney, Joan Blondell, Noel Madison, Warren Hymer, Otto Hoffman, Ray Gallagher, Hank Mann, Purnell B. Pratt and many others. It was adapted to the screen by Harvey Thew from the stage play by Marie Baumer. John Adolfi directed.

(Feature)

MINSTREL TO RICHARD, THE LION-HEARTED, BLONDELL ANCESTOR

Besides claiming Eddie Blondell, well-known comedian, for her father, Joan Blondell, who makes her motion picture debut in "Sinners' Holiday," Warner Brothers latest melodrama with comedy starring Grant Withers and Evalyn Knapp now showing at the ..... Theatre, may present as a forbear one of the most noted minstrels of twelfth century Europe.

According to history is was a Blondell who was the favorite singer of Richard the Lion Hearted. As the legend goes, Richard, on his way to the Holy Land from England, was taken captive and thrown into prison by Leopold, Duke of Austria. In that day there was no means of communication, and Blondell, faithful to his master, set out to look for him. He learned during his travels, that an illustrious captive was being held in a certain castle.

He at last found the castle, and standing outside the grim walls, sang a verse of one of Richard's favorite songs. What was his joy to hear the second verse of the song floating down through the barred windows, proving that his master still lived.

In "Sinners' Holiday" Miss Blondell is seen as Myrtle, "The Happy Girl." It was while playing the same role in the New York stage production of this thrilling story of Coney Island life, that she was signed by Warner Brothers to play in the Vitaphone production.

Others in the all star cast of "Sinners' Holiday" are James Cagney, who also played in the New York stage production, Lucille La Verne, Noel Madison, Otto Hoffman, Warren Hymer, Purnell B. Pratt, Ray Gallagher and many others.

"Sinners' Holiday" was adapted to the screen by Harvey Thew, with dialogue by George Rosener. John Adolfi directed.

OTTO HOFFMAN IN THE CAST

(Continued from Page 6)

He entered pictures in 1917 at the old Thomas H. Ince studio, and since then has been in constant demand, appearing in fourteen pictures with Charles Ray and in innumerable silent and talking pictures including "The City of Comrades," "The Four Dollar Baby," "The Sin Flood," "Mr. Bond of New York" and "Daddies." For Warner Brothers he has played in "Bobbed Hair," "Satan In Sables," "Noah's Ark," "Madonna of Avenue A," "The Terror," and "The Desert Song."

Mr. Hoffman is five feet, seven inches tall, weighing one hundred and thirty pounds, and has brownish grey hair and dark blue eyes. When not working in pictures he devotes his time to gardening, mostly to the cultivation of roses.

His ambition is to reach success in a role such as Frank Bacon achieved in "Lightnin'." Others in the cast of "Sinners' Holiday" are Lucille La Verne, James Cagney, Warren Hymer, Noel Madison, Hank Mann, Joan Blondell, Ray Gallagher, Purnell B. Pratt and others. John Adolfi directed.

GALLAGHER LETS HER GO WITH VIM IN CONEY HIT

Raymond Gallagher, who plays the important role of Joe in the Warner Brothers and Vitaphone production, "Sinners' Holiday," which is now playing at the ..... Theatre with Grant Withers and Evalyn Knapp in the featured roles, has always wanted to be a baseball player. In fact, the talented actor tried his best to make the big leagues, but was unable to even play the bushes.

He was born in San Francisco, where he attended the public schools, completing his education at the Sacred Heart College. Aside from baseball, which occupied most of his spare time, Gallagher took quite an interest in school theatricals. When he was finally convinced that he would never become a ball player he turned to the stage, making his first appearance before the footlights at the old Central Theatre in San Francisco, about 1908.

In 1910 he received an offer from the Star Film Company in Hollywood to play character roles in several short feature pictures. H mained with this company for ly a year, and since that time divided his time between the st and screen.

Though Gallagher is fond of sw ming and tennis, he usually indu in his first love baseball, for door recreation.

Others in the cast of "Sinn Holiday" are Lucille La James Cagney, Warren Hymer, Madison, Hank Mann, Joan Bl Purnell B. Pratt and Otto Ho

It was adapted to the scre Harvey Thew. George wrote the dialogue and directed.

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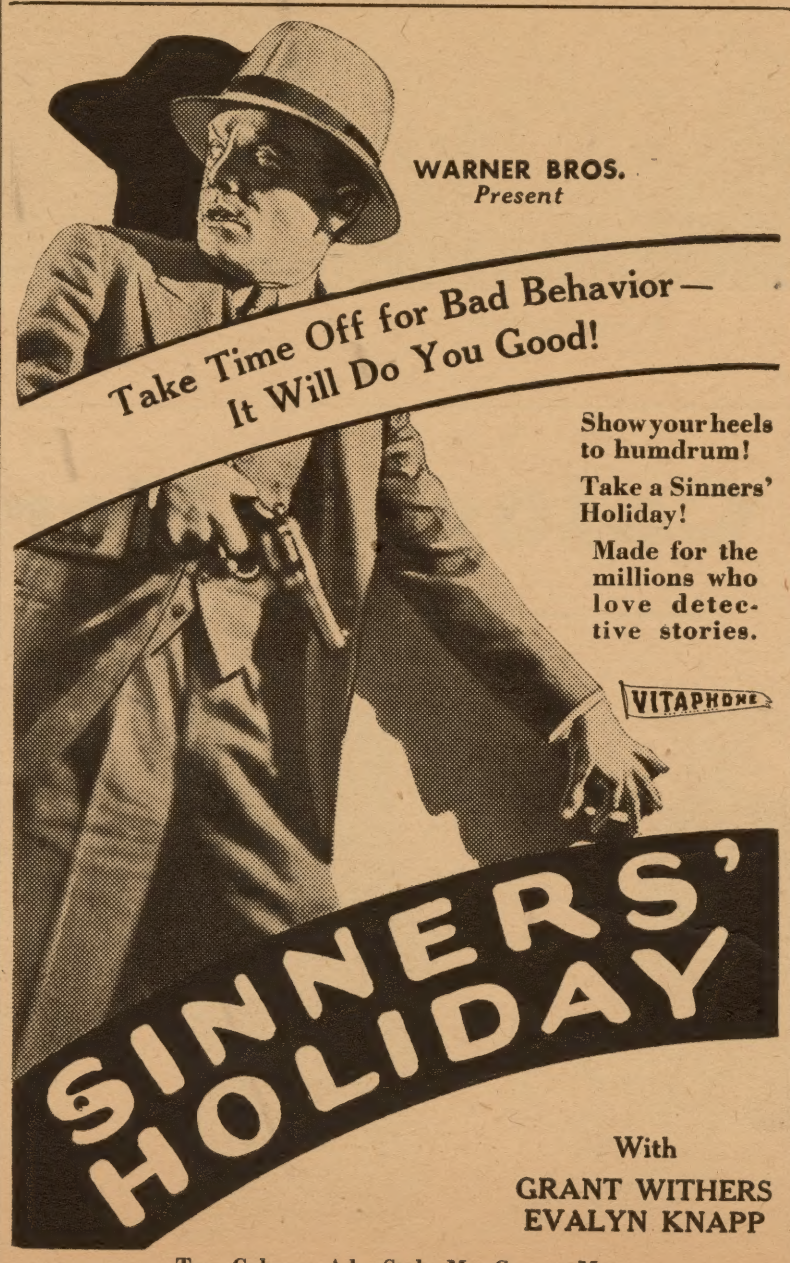


Two Column Ad—Style M—Cut or Mat

YOUR POSTERS

Three-Sheet A

Six-Sheet

Three Sheet B

One-Sheet A

Twenty-Four Sheet

One-Sheet B

Brightly Colored Herald

Front Cover

Centre Spread

Back of Herald is left blank for insertion of your theatre imprint and data about the picture.

YOUR LOBBIES

22 x 28

WINDOW CARD

22 x 28

11 x 14

11 x 14

INSERT CARD

11 x 36

11 x 14

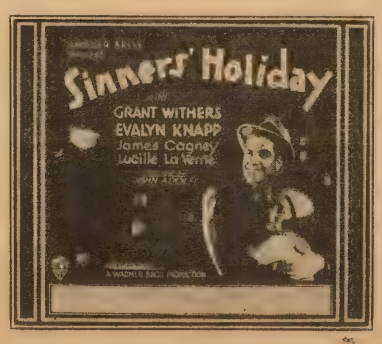
11 x 14

11 x 14

11 x 14

COLORED SLIDE

11 x 14



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XPLOITATION SUGGESTIONS

ADVERTISEMENT

Warner Bros. *present*

SINNERS' HOLIDAY

Let yourself go—on a Sinners' Holiday! Take time off for Bad Behavior—it will do you Good!

The Perfect Detective Story, made from a brilliant Broadway hit!

With
Grant Withers · Evalyn Knapp
and Superb Cast

Two Column Ad—Style N—Cut or Mat

POST CARD TO YOUR PATRONS

Dear Friend:

Here comes a really thrilling melodrama over which plays humor that is irresistible. It is so amazingly human, too. "Sinners Holiday" comes . . . . . next. I hope you see it.

TRICKY "SINNERS' HOLIDAY" LOBBY BALLYHOO

Dress man like amusement park barker with megaphone to ballyhoo crowds with the usual smiling "RIGHT THIS WAY — LADIES AND GENTS — SEE THE BIG SHOW — SEE MIMI, THE DANCING VENUS — SEE THE ONLY WILD MAN IN CAPTIVITY — TRY YOUR LUCK — TEN SHOTS FOR A DIME — FRESH ROASTED PEANUTS — HOT DOGS — ETC.

Dress up the lobby like entrance to amusement park — tent of fortune tellers — weight machine — hot dog stand — hole in canvas with balls to hit nigger's head — platform with wild-man, etc.

WINDSTORM OF BALLOONS

Fill window with bright many-colored balloons on each of which is the name "Sinners' Holiday" ..... Theatre." Hide electric fan so that the balloons keep in constant motion.

SNAPSHOT MAN GETS PEOPLE

Have a man with camera to get opinions of "Sinners' Holiday" from people on the street. Print in local paper with snapshots of the people and then criticism of the picture. First get their permission.

S. T. HANDEL BANNERS

Stanley T. Handel offers a 28 x 36 banner in bright green background with design in white. Each banner equipped complete with handsome fringe, hanging cord and an additional new feature of side cords and tassels.

An unusually attractive piece of display material. Should be hung up at least a week in advance of actual date of showing.

Price $2.50 each

Order several weeks before play date from—

STANLEY T. HANDEL
4 East 43rd Street
New York, N. Y.

HOME TOWNS OF PLAYERS

Grant Withers— Pueblo, Colorado
Evalyn Knapp— Kansas City, Mo.
James Cagney— New York City
Joan Blondell— New York City
Noel Madison— New York City
Otto Hoffman— New York City
Ray Gallagher— San Francisco, Cal.
Warren Hymer— New York City

BALLYHOOING CONTEST

Ask through papers or throw-aways for a two hundred word letter ballyhooing "Sinners' Holiday" — explaining principal ideas of the story and the background of the picture — a Coney Island amusement park — and specify that the letters are to be in the vernacular of a carnival barker or old-time medicine show ballyhooman. Offer free tickets to the show for the best offered.

PHOTOS

Stills of players and scenes from play make most effective display for your lobby.

Place beaverboard shield 5 ft. high and 1½ ft. wide with a border of electric lights near front lobby.

The shield contains short titles describing the subject of still photographs.

Photos are placed on wall of lobby and connected with the corresponding titles on shield by ribbon streamers of various colors.

TAKE YOUR MA

Lucille La Verne gives a remarkable characterization as the mother whose over-ruling passion is the weak son who needs her most. — "Take Ma to see Ma Delano in "Sinners' Holiday"!

EXPLOITATION SUGGESTIONS

NEWSPAPER CONTEST ON YOUR FAVORITE HOLIDAY

Offer prizes for two hundred word essays on "My Favorite Holiday." The opening story in paper or throwaways explains "Sinners' Holiday," melodrama of amusement park showfolks — ask that the contestants tell why they favor one certain holiday above all other holidays of the year.

GOOD USES FOR STILLS

SET OF STRAIGHTS OF THE PLAYERS FOR LOBBY EASEL

Grant Withers—No. 16
Evalyn Knapp—No. 18
Joan Blondell—No. 1
Lucille La Verne—S.H.—Pub. P
Jas. Cagney – H. F. C. Pub. 1
Purnell Pratt – S. H. Pub. D
Noel Madison—S. H. Pub. C
[illegible]agher —S. H. Pub. A

DRAMATIC SCENE STILLS FOR LOBBY

12-17-74-76-79-105-106-109 110-112-116

FOR SHOPS SELLING PLAYING CARDS

52–53–67

FOR RESTAURANT Still No. 80

FOR HOT DOG STAND Still No. 30

Cards For Bakery And Candy Shops

Make up cards with mounted still from the play — or plain card with the words, in red: "Goodies bought here, will add to the joy of any 'SINNERS' HOLIDAY.' "

ALL SINNERS TAKE NOTICE

You will be well entertained by going to the ..... Theatre tonight to see the thrilling "SINNERS' HOLIDAY."

TYPE AD

Take Time Off for Bad Behavior— It Will Do You Good!

Let yourself go—celebrate the "SINNERS' HOLIDAY!" Make wild whoopee with the underworld!

¶ "SINNERS' HOLIDAY" adds a thrilling day to your calendar—the most vivid vacation you ever spent.

¶ Take a day off from humdrum. Hurry to this PERFECT DETECTIVE PLAY, made for the millions who love detective stories.

¶ Good-looking GRANT WITHERS, enchanting EVALYN KNAPP, and 7 other charming "sinners" will print their names in headli[illegible]

¶ It would be a *crime* to miss it!

WARNER BROS. present

"SINNERS' HOLIDAY"

Three Column Type Ad—Style O—Cut or Mat

MOUNT AND PLANT STILLS

If your exchanges should not have stills you need for special display, write direct to Miss Ruth Weisberg, care Warner Bros., 321 West 44th Street, New York City, stating the uses you wish to make of them. Careful and prompt selection will be made. Price ten cents each.

POSTER CUTOUT

Mount above poster cutout on compoboard and place on marquee.

GLITTERING METAL-VELVET BANNERS FOR "SINNERS' HOLIDAY"

Warner Bros. have arranged to supply modernistic banners of novel and effective creation for productions. The banner is two-sheet upright.

The background is heavy velvet-like cloth, on which is imposed pictorial work and lettering in brilliant gold and silver metal. Light is reflected from the metal in attractive and eye-catching glints.

Although gold and silver is the prevailing metal, any other color can be used in combination with appropriate background.

These futuristic banners sell to the exhibitor at $7.50 and will be available at exchanges when picture is booked into the various theatres. The banner can be used outdoors, in the lobby, or as a window attractor.

Made for the Millions Who Love Detective Stories!

Three Column Ad—Style P—Cut or Mat

Take Time Off for Bad Behavior —It Will Do You Good!

Two Column Ad—Style Q—Cut or Mat

OTHER EXPLOITATION SUGGESTIONS

EXCURSIONS ON BUSES TO "SINNERS' HOLIDAY"

Through the local bus service, arrangements can be made to run special excursions from nearby towns, on different nights of the week, giving a reduced fare. These excursions should be advertised by throwaways in the surrounding towns. The bus company will be able to advertise the excursions in the local papers. This stunt is worthwhile. Placard buses "Bound for 'Sinners' Holiday," at _____ Theatre in _____."

HOLIDAY

YOUR OWN SPECIAL VACATION IS ON ENJOY IT NOW—

"SINNERS HOLIDAY"

_____

THEATRE

"Sinners' Holiday" Door Tags

On ordinary shipping tags, have following printed: "Closed. Have gone to take in 'Sinners' Holiday' at the _____ Theatre." Attach cards to store doors with elastic bands. Print in red ink. Distribute tags early Sunday morning.

For Saints and Sinners

"SINNERS' HOLIDAY"

_____ Theatre

"Sinners' Holiday" Game of Chance Street Stunt

Have a girl dressed like gypsy fortune teller on main thoroughfares carrying tray suspended about her shoulders by ribbons.

On the tray are envelopes with the legend that they contain a game of chance, but the recipient takes no chance in going to see "Sinners' Holiday." Inside each envelope is a pair of miniature dice.

LIBERMAN BANNERS

Morris Liberman offers felt pennants, contrasting colors, sewed on heavy colored tape, eyelets in corner, complete copy, size 12" x 30", at special Summer price $1.95 per dozen.

Can be secured by the half dozen sewed on tape, [illegible] long—or dozen sewed [illegible] 25 ft. long.

Canvas standards—size 30" x 40" on gilt cross-bar, weatherproof, with tassels, cord and fringe. Background of multicolored cloth gives a technicolor flash to the standard. Offered at special Summer price of $1.60 each.

Order several weeks before play date from—

MORRIS LIBERMAN
690 Eighth Avenue
New York, N. Y.

Two Column Ad—Style R—Cut or Mat

CATCHLINES

DANGEROUS CURVES MENACE LIVES OF CONEY ISLAND SHOWFOLK IN THIS ROLLER-COASTING MELODRAMA— "SINNERS' HOLIDAY"

MOTHER AND DAUGHTER BATTLE!
MOTHER FOR SON'S FREEDOM
DAUGHTER FOR LOVER

MELODRAMATIC ROMANCE OF CONEY ISLAND SHOW-LIFE

YOUR TALKING TRAILER

DANGEROUS CURVES OF THIS ROLLER - COASTING MELODRAMA OF AMUSEMENT PARK SHOWFOLK — FLASH BY WITH DAZZLING SPLENDOR IN THE PANORAMIC TRAILER OF "SINNERS' HOLIDAY!"

AT COST AT YOUR EXCHANGE

When You Make Your Own Ads

Please give credits according to the percentages indicated below:

Warner Bros. Present	25%
"SINNERS' HOLIDAY"	100%
with	
Grant Withers	50%
Evalyn Knapp	50%
James Cagney	20%
Joan Blondell	20%
Lucille La Verne	20%
Noel Madison	20%
Otto Hoffman	20%
Warren Hymer	20%
Based on the play by Marie Baumer	3%
Screen adaptation by Harvey Thew	2%
Dialogue by George Rosener	2%
Directed by John Adolfi	20%
A Warner Bros. and Vitaphone Production	10%

Two Column Ad—Style S—Cut or Mat

Three Column Ad—Style T—Cut or Mat

PLEASE CLIP AND SEND IN YOUR ORDERS ON THE FORM BELOW

ADVERTISING ORDER

WARNER BROS.
PICTURES
VITAGRAPH, Inc.
DISTRIBUTORS

READ CAREFULLY

1. Enclose remittance with order, if no remittance shipment will not be made.
2. If postage is not included in remittance shipment will be made express collect.
3. We make no C. O. D. shipments of advertising matter.

Give a Thought to Accessories

Mr. Exhibitor: You can increase your box-office receipts by using more Accessories.

The more you buy - the less the cost!

Here's the SLIDING SCALE of PRICES

(The reductions in prices apply to quantity purchases for Accessories on ONE PICTURE only.)

Please ship the following order by mail / express Enclosed find check / money order Date _____

PRODUCTION	POSTERS: ONE SHEETS (1 to 50 @ 15c each; 51 to 100 @ 13c "; Over 100 @ 11c ")	POSTERS: THREE SHEETS (1 to 25 @ 40c each; Over 25 @ 36c ")	POSTERS: SIX SHEETS (1 to 10 @ 75c each; 11 to 20 @ 70c "; Over 20 @ 65c ")	POSTERS: TWENTY-FOUR SHEETS (Up to 25 @ $2.00 each; Over 25 @ 1.75 ")	WINDOW CARDS (1 to 50 @ 7c each; 51 to 100 @ 6c "; Over 100 @ 5½c ")	LOBBY—COLORED 11 x 14 Set 75c	LOBBY—COLORED 22 x 28 Set 80c	INSERT CARDS (1 to 25 @ 25c each; 26 to 50 @ 22c "; 51 to 100 @ 20c "; Over 100 @ 18c ")	SLIDE 15c	HERALDS (1000 to 5000 @ $3.00 per M; Over 5000 @ $2.75 per M)	MATS Per Col. 5c	SCENE CUTS Per Col. 15c	AD CUTS Per Col. 20c	NEWS STILLS 8/10 10c each	SPECIAL ACCESSORIES	AMOUNT

Press Sheets and Music Cues Gratis—Mail this order with your check early enough to insure advertising reaching you before play date

Theatre _____

Owner _____ Address _____

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